



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Chilton, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	71.7%	Population		42,696	44,706
Salt of the Earth	7.9%	Households		16,808	17,728
Rooted Rural	6.2%	Families		12,265	12,732
Simple Living	5.5%	Median Age		37.2	38.8
Home Town	2.5%	Median Household Income		\$38,297	\$42,661

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	56	\$1,529.84	\$25,713,537
Men's	58	\$287.99	\$4,840,600
Women's	53	\$510.93	\$8,587,660
Children's	66	\$289.50	\$4,865,937
Footwear	50	\$253.25	\$4,256,602
Watches & Jewelry	53	\$104.32	\$1,753,356
Apparel Products and Services ¹	57	\$83.85	\$1,409,382
Computer			
Computers and Hardware for Home Use	58	\$127.42	\$2,141,608
Software and Accessories for Home Use	52	\$15.57	\$261,634
Entertainment & Recreation	66	\$2,273.90	\$38,219,753
Fees and Admissions	50	\$306.42	\$5,150,327
Membership Fees for Clubs ²	52	\$82.78	\$1,391,348
Fees for Participant Sports, excl. Trips	53	\$59.74	\$1,004,151
Admission to Movie/Theatre/Opera/Ballet	46	\$69.68	\$1,171,210
Admission to Sporting Events, excl. Trips	53	\$30.61	\$514,507
Fees for Recreational Lessons	49	\$63.61	\$1,069,111
TV/Video/Sound Equipment	65	\$756.43	\$12,714,020
Community Antenna or Cable Television	70	\$465.82	\$7,829,461
Color Televisions	56	\$77.34	\$1,299,977
VCRs, Video Cameras, and DVD Players	65	\$25.32	\$425,563
Video Cassettes and DVDs	65	\$39.81	\$669,070
Video Game Hardware and Software	64	\$21.18	\$355,967
Satellite Dishes	70	\$1.08	\$18,190
Rental of Video Cassettes and DVDs	61	\$36.41	\$611,998
Sound Equipment ³	54	\$86.02	\$1,445,901
Rental and Repair of TV/Sound Equipment	60	\$3.44	\$57,893
Pets	79	\$346.03	\$5,816,123
Toys and Games	69	\$125.19	\$2,104,171
Recreational Vehicles and Fees ⁴	84	\$380.67	\$6,398,313
Sports/Recreation/Exercise Equipment ⁵	64	\$147.90	\$2,485,831
Photo Equipment and Supplies ⁶	62	\$85.58	\$1,438,512
Reading ⁷	59	\$125.68	\$2,112,456
Food	67	\$5,661.28	\$95,154,731
Food at Home	69	\$3,483.32	\$58,547,597
Bakery and Cereal Products	69	\$498.62	\$8,380,785
Meat, Poultry, Fish, and Eggs	71	\$938.76	\$15,778,706
Dairy Products	69	\$381.19	\$6,407,056
Fruit and Vegetables	64	\$560.50	\$9,420,956
Snacks and Other Food at Home ⁸	70	\$1,104.24	\$18,560,094
Food Away from Home	64	\$2,177.96	\$36,607,134
Alcoholic Beverages	57	\$352.66	\$5,927,464
Nonalcoholic Beverages at Home	73	\$318.77	\$5,357,831



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	39	\$579.07	\$9,732,998
Vehicle Loans	80	\$4,936.95	\$82,980,244
Health			
Nonprescription Drugs	74	\$90.18	\$1,515,695
Prescription Drugs	87	\$504.37	\$8,477,434
Eyeglasses and Contact Lenses	70	\$58.07	\$976,052
Home			
Mortgage Payment and Basics ⁹	58	\$5,046.88	\$84,828,034
Maintenance and Remodeling Services	59	\$1,172.17	\$19,701,859
Maintenance and Remodeling Materials ¹⁰	82	\$307.35	\$5,165,938
Utilities, Fuel, and Public Services	72	\$3,139.08	\$52,761,611
Household Furnishings and Equipment			
Household Textiles ¹¹	60	\$83.53	\$1,403,951
Furniture	57	\$366.80	\$6,165,138
Floor Coverings	54	\$48.94	\$822,599
Major Appliances ¹²	72	\$212.38	\$3,569,717
Housewares ¹³	61	\$64.45	\$1,083,286
Small Appliances	69	\$25.60	\$430,212
Luggage	46	\$4.79	\$80,501
Telephones and Accessories	59	\$28.28	\$475,345
Household Operations			
Child Care	49	\$206.14	\$3,464,749
Lawn and Garden ¹⁴	84	\$373.75	\$6,281,921
Moving/Storage/Freight Express	56	\$29.74	\$499,893
Housekeeping Supplies ¹⁵	72	\$552.71	\$9,289,871
Insurance			
Owners and Renters Insurance	76	\$366.32	\$6,157,030
Vehicle Insurance	70	\$1,022.52	\$17,186,472
Life/Other Insurance	73	\$468.31	\$7,871,288
Health Insurance	78	\$1,528.31	\$25,687,834
Personal Care Products ¹⁶	65	\$309.25	\$5,197,822
School Books and Supplies ¹⁷	57	\$68.59	\$1,152,867
Smoking Products	84	\$405.05	\$6,808,153
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	78	\$4,483.93	\$75,365,961
Gasoline and Motor Oil	79	\$1,599.26	\$26,880,387
Vehicle Maintenance and Repairs	67	\$711.83	\$11,964,386
Travel			
Airline Fares	48	\$196.97	\$3,310,708
Lodging on Trips	59	\$239.71	\$4,029,095
Auto/Truck/Van Rental on Trips	45	\$19.59	\$329,210
Food and Drink on Trips	60	\$281.75	\$4,735,645

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.